What is claimed is:

1. A zoom lens system comprising a negative first lens group, a positive second lens group, and a negative third lens group, in this order from an object.

wherein zooming is performed by moving said first through third lens groups in the optical axis direction,

wherein said negative first lens group consists of a negative single lens element having a concave surface facing toward said object, and

wherein said zoom lens system satisfies the following condition:

$$-1 < r1/fW < -0.3$$

wherein

r1 designates the radius of curvature of the object-side concave surface of said negative single lens element; and

fW designates the focal length of the entire zoom lens system at the short focal length extremity.

2. The zoom lens system according to claim 1, wherein said negative single lens element having said concave surface facing toward said object comprises a negative meniscus lens element.

3. The zoom lens system according to claim 1, wherein said zoom lens system satisfies the following condition:

$$50 < vd$$

wherein

νd designates the Abbe number of said negative single lens element.

4. The zoom lens system according to claim 1, wherein said zoom lens system satisfies the following condition:

$$1.7 < nd$$

wherein

nd designates the refractive index of the d-line of said negative single lens element.

5. The zoom lens system according to claim 1, wherein said zoom lens system satisfies the following condition:

$$-5 < fT/f1G < -3$$

wherein

fT designates the focal length of the entire zoom lens system at the long focal length extremity; and

f1G designates the focal length of said negative single lens element.

6. The zoom lens system according to claim 1, wherein said zoom lens system satisfies the following condition:

$$0.05 < (d12W - d12T)/fW < 0.15$$

wherein

d12W designates the distance between said negative single lens element and said second lens group at the short focal length extremity; and

d12T designates the distance between said negative

single lens element and said second lens group at the long focal length extremity.

7. The zoom lens system according to claim 1, wherein said zoom lens system satisfies the following condition:

$$0.6 < y/fW < 0.9$$

wherein

y designates the diagonal image height on a film surface.

8. The zoom lens system according to claim 1, wherein said zoom lens system satisfies the following condition:

$$3.5 < fT/fW \quad \ldots \quad (7)$$

wherein

fT designates the focal length of the entire zoom lens system at the long focal length extremity; and

fW designates the focal length of the entire zoom lens system at the short focal length extremity.

9. The zoom lens system according to claim 1, wherein said positive second lens group comprises a lens element having at least one aspherical surface, and

wherein said aspherical surface satisfies the following condition:

$$-30 < \Delta IASP < -10$$

wherein

$\Delta IASP$ designates the amount of change of the spherical aberration coefficient due to the aspherical surface under

the condition that the focal length at the short focal length extremity is converted to 1.0.

10. The zoom lens system according to claim 1, wherein said negative third lens group comprises a lens element having at least one aspherical surface, and

wherein said aspherical surface satisfies the following condition:

$$0 < \Delta VASP < 0.4$$

wherein

$\Delta VASP$ designates the amount of change of the distortion coefficient due to the aspherical surface under the condition that the focal length at the short focal length extremity is converted to 1.0.